What is claimed is:

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- 1. A process for measuring cholesterol in low density lipoproteins present in a living sample by optically measuring a reaction product of the living sample with a reagent, which comprises conducting the reaction of the living sample in the presence of an non-ionic surfactant and at least one member selected from the group consisting of cyclodextrin and derivatives thereof.
- 2. The process according to claim 1, wherein the cyclodextrin derivatives is at least one compound selected from the group consisting of dimethyl-alphacyclodextrin and poly-beta-cyclodextrin.
- 3. The process according to claim 1, wherein the cyclodextrin derivatives is polybeta-cyclodextrin.
- 4., The process according to claim 1, wherein the amphoteric surfactant is at least one compound selected from the group consisting of alkyl betaine
 derivatives, imidazolinium betaine derivatives, sulfobetaine derivatives, aminocarboxylic acid derivatives, imidazonline derivatives, amine oxide and ethoxylated acetylene derivatives.
- 5. The process according to claim 1) wherein the amphoteric surfactant is at least one compound selected from the group consisting of an aminocarboxylic acid derivative, lauric acid amidopropyl betaine, a 2-alkyl-N-carboxymethl-N-hydroxyethl imidazolinium betaine lauryl betaine, sodium N-laurol-N-methyl-beta-alanine and N-octyl-N, N-dimethyl-3-amminio-1 propanesulfonic acid.
 - 6. A process for measuring cholesterol in low density lipoproteins in a living sample, which comprises: treating the living sample with a first reagent comprising at least one member selected from the group consisting of

cyclodextrin and derivatives thereof along with a suitable surfactant; measuring reflectance resulting in color on a membrane reactive to cholesterol; containing cholesterol oxidase, cholesterol esterase, and peroxidase with electron acceptors which change colors; and providing the cholesterol amount in the living sample on the basis of the reflectance data measured above, wherein a coupler, a developer, peroxidase, a surfactant and cholesterol esterase are contained in at least one or two layers.

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